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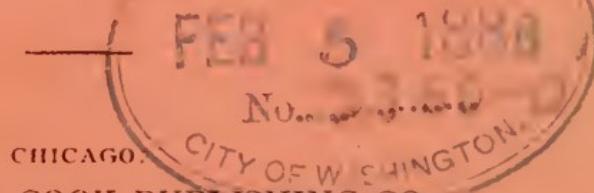
Confidential Description

"AMERICA"

FOR THEIR

AGENTS.

Act well your part, there all the honor lies.—Pope.



THE COBURN & COOK PUBLISHING CO.,

ISS. 3.

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DESCRIPTION OF AMERICA,

FOR

Agents' Use.

The articles referred to in this description are to be found in the general instruction book.

The notes at the bottom of the pages are intended to give the agent a more thorough knowledge of the prospectus and book, therefore they should be studied carefully; and used whenever it seems necessary. Some of the notes refer to the pages of the book and are not to be found in the prospectus. The large text of this book is intended to be carefully committed, and as a rule thoroughly used, although it may be shortened at the discretion of the agent. Our old agents who proceed on this method, however lengthy it may appear, have met with the best success, therefore we insist that our long method of showing the book should be carefully committed to memory.

We have added a short description at the end of the book for the purpose of meeting the wants of agents, who need a short method of canvassing.

DESCRIPTION OF AMERICA.

FOR AGENTS' USE.

All articles referred to are found in the general instruction book. One of the conditions on which we gave you the agency of this work was that you should carefully commit this description to memory, word for word. Unless you do this, you are sure to fail. The best way for you to do is, after reading and studying our book of the general instruction article by article, until you feel yourself master of all the rules and principles laid down, and can meet every point, then take your prospectus and begin with this description, and commit to memory, point by point. Do not undertake to learn the whole description by reading it through several times, but learn to show each page of your prospectus separately--persevere until you are able to give an enthusiastic and fluent description to some of your friends, without hesitation. You must not only know how to show the prospectus from first to last in the order of this description, but to begin at any point and describe it backward or forward, as circumstances may require. We mean by this, that you must be so familiar with the description that you will not be obliged to stop and think. To assist in committing to memory the description, a good way is to copy it several times. You must also remember the page on which any prominent historical point is made, so that in case of inquiry, or should you wish to point to some interesting feature,

you can readily do so—viz: The origin of the expression, “Uncle Sam,” page 433. In short, interesting paragraphs like this, it is wise to read it. It will be easier than you think from the length of the description, to become familiar with it. The headings on each page assist the memory, and the prominent remarks in regard to each is all you need to memorize.

Be sure and study carefully the notes at the bottoms of the pages, not only to give yourself a thorough knowledge of the book, but to enable you when questioned to give intelligent answers. Make yourself perfect master of this description. If you do so, and canvass from ten to fifteen persons each day, spending time enough with each to thoroughly show him the book, and exhaust all powers of argument and persuasion, you are sure to succeed. Remember, that to make a successful agent for AMERICA you must understand all the points of our instruction book and memorize this description.

HOW TO PROCEED.

If you have an assistant (see note 1) he will give you a pleasant introduction (see art. 14), if not, you can introduce yourself (see art. 27); you have learned the person’s name and something about him (see art. 26), and you can say, “This is Mr. (—), I believe; my name is (—); I represent the house of COBURN & COOK of Chicago. If among farmers or the person looks as though he could be approached familiarly, always shake hands cordially. In towns,

among business, literary, and prominent men, no familiarity should be attempted. If you see that the opportunity for beginning the canvass is favorable (see art. 27), after a few commonplace remarks begin your canvass promptly (see art. 29). Say, I have called, Mr. (—) to bring to your attention a work of great national importance—(see note 2). Seat yourself if you have not already done so, in a good position for canvassing (see art. 28), and produce your prospectus. It is a complete reference book to every fact of importance that has ever occurred in the history of this country, either civil, political, military, inventive, or biographical. It is entitled America, Its History and Biography, embracing North, South and Central America. Open the front cover, and pointing with the finger across one of the back strips, say, This is the thickness of one book; you see it is a very large work, an imperial octavo volume; this is only a sample containing selected pages, and showing just what the book is. It is elegantly illustrated (*turn to Wash-*

NOTE 1.—After a man becomes an experienced and skillful canvasser an assistant is not of much value except to assist in starting the list; but to a new agent, provided a popular and reliable man can be procured, an assistant is of great value.

NOTE 2.—In canvassing in any community, if you have made proper inquiries, you will have learned something about what books are in the possession of the person on whom you are about calling. This is a very easy matter in the country. If a man has an encyclopædia you are likely to hear of it. In this case introduce it as above. If he has not introduce it in this manner: "I have called, Mr. — , to show you a new encyclopædia, which is having a great sale among the people generally."

ington's portrait), as you see by this exceedingly fine new steel portrait of our first President. Here the subscriber may take the prospectus from your hands—(see art. 24). I think the face is very life-like and natural, don't you, Mr. (—)?

The title page is considered a very beautiful one. *Read it in a clear and distinct, but natural tone of voice (see note 3).*

Turn now to Part I. The book is divided systematically and scientifically into parts and sections; each part covering its proper period of history. For instance, Part I. takes up introductory studies and treats of the Mound-builders and the American Indians.

Turn now to page 52, saying: Pre-historic America. The Author begins his work by giving a full and interesting account of the Pre-historic Races, sometimes called the Mound Builders. Grave Creek Mound, West Virginia, shows the appearance of one of their mounds. It is 1,000 feet in circumference and 75 feet high. It was

NOTE 3.—You will probably be asked, "Who is Mr. Newman, the author?" You will reply, "He is Prof. Stephen M. Newinan, of Ripon College, Wisconsin, the popular Lecturer and Historian; he is a graduate of Bowdoin College, and ranked among the first in his class. He is also graduate of Andover Theological Seminary, and has spent years of his life in the study of American History, and nearly three years in the preparation of this book. He is a thorough scholar, graceful and graphic writer, and a careful and conscientious historian. If asked of what religious denomination he is a member, say, He is a prominent Congregational clergyman and professor at Ripon College."

examined a few years ago by running a shaft into it where two chambers were found, one above the other, about 30 feet apart. They were formed of upright timbers with beams laid across the top to support the roof. In the upper chamber was found a skeleton, a large number of ornaments, carved stones, evidently utensils, and shell beads. The lower mound contained two skeletons and a stone with very singular characters inscribed upon it, which no one has been able to decipher. The largest mound known is at East St. Louis, being at least 90 feet high.

Page 55.—Ancient Works at Marietta, Ohio.
—These are in a very beautiful location, and before the most of them were removed, presented a very regular and systematic appearance, showing that the people who made them must have had some knowledge of mathematics—(see note 5).

Page 60.—Stone Axes.—These give an idea of the tools which they used; they were made of very hard stone, and highly polished; some of them are grooved so that a handle could be attached.

NOTE 4.—Always point with the finger to the illustration you are showing.

NOTE 5.—*Book Page 57.*—Horace Greeley once visited the ruins near Newark, Ohio, saying before he went that he could easily tell by whom and when they were built, but noticing the evidences of engineering skill and antiquity, he wrote to the New York *Tribune*, “As to the origin, by whom built, and for what purpose, all we can say, is, it is here.”

They were a more powerful tool than one would imagine.

Sculptured Pipes.—They were evidently tobacco users, and had some skill in carving. (*See note 6.*) -

Page 62.—Ancient Idol and Altar of Copan.—This is skillfully carved from stone, and had a religious use.

Page 64.—Ancient Ruins in Yucatan.—These engravings give some idea of the extent and magnificence of the Central American ruins, which excel all other parts of the Continent. They were built of solid stone, and curiously carved and

NOTE 6.—Book Page 56.—All remains of the Mound Builders which have been found, indicate great age. It has been demonstrated that they mined copper in the Lake Superior region at an unknown period. One excavation was discovered thirty feet deep partially filled with decayed wood, and a mass of copper weighing nearly six tons was found to have been raised some distance, and to be resting upon skids; the upper surface had been thoroughly beaten by means of large stone mauls, which were found; large trees were growing in the rubbish, which must have been at least 400 years old. Lake Superior copper has spots of silver in it, and is the only copper known to exist in this country which contains them; this copper has been found in most of the mounds in the Middle and Southern States, also in Peru, showing that trade must have existed through the entire continent. It must have been mined in the Lake Superior region, perhaps thousands of years ago. The American Indians had but a small amount of copper, and no knowledge of mining it.

The foregoing account of their mining should be committed to memory and used if the person appears interested, if not, omit it. It is well to reserve it to relate as a point of interest, if the order is not obtained at first. Should the subscriber appear interested in the mound builders, the account of the cliff dwellers could be used in the same way.

ornamented. One known as the Temple occupies a space of 624x809 feet, and is 70 feet high; 26,000,000 cubic feet of stone must have been used in its construction, showing them to have been a one time a numerous and powerful people. When the Spaniards explored the country these ruins bore evidence of great age.

This work on Prehistoric America is one of the most interesting features of this book, and is alone worth the price. *Here the price of the book may be asked, if not before—see art. 31.* No other history of America contains anything near the amount of information on this subject.

Page 71.—The History of the American Indians is then taken up in an able and interesting manner. Their probable origin is given, an estimate of the number on the continent when America was discovered, a description of each tribe and its location—their manners, habits, and customs in peace and war.

Page 73.—Indian Weapons.—These were

Book Page 63.—The cliff-dwellers of Southern Arizona and Mexico were probably of the same race; their dwellings have only recently been discovered. One of these singular houses was built in the face of a cliff over 600 feet from the bottom of the canyon in a niche in the wall, steps being cut into the face of the rock leading up to the ledge upon which this house was built; the house was twelve feet high, had two stories, and contained three rooms about 6x9 feet; the workmanship of the dwelling was excellent, and quite tastefully stuccoed and painted; they seem to have been places of refuge during time of war, as they were evidently intended for defence.

made with great skill, and a great deal of care was used in their manufacture.

Page 75.—The Crow Chief in Full Dress is an exact drawing from life—and this (*page 76*) illustrates the manner of preparing scalps.

Page 77.—Squaws Going to Market, and Indians Torturing Whites, show two sides to the Indian character. The cruelty of the American Indian is unsurpassed by that of any savage race. (*See note 7.*)

NOTE 7....*Page 80.—The Indian War Dance.*—All the tribes had this custom, the dance differing in the different tribes.—*Page 81.*—This manner of carrying a child is still seen among the Western tribes. The fantastic dresses of the medicine men were supposed to frighten away the evil spirits that they believed possessed the sick. They had but little skill in medicine, but had some good remedies. *Page 85.*—They worshiped the sun as illustrated in this fine full page engraving, also the moon and stars, fire and water, etc.

Page 87.—The Half Breed....This is a fine representation of one of the best types—the young squaw is of splendid physical proportions, and has a noble and dignified expression. She is shading her eyes with a fan made of feathers of the white eagle. In the Indian Territory and the far West, some of the half-breed squaws are very beautiful.

General Eli S. Parker, a Seneca chief, was a fine-looking man, and of good general abilities. He was a member of Gen. Grant's staff during the war. Benito Juarez, the Central American patriot, is another instance of the ability of the Indian mind. Hendrick, Corn-planter, Red Jacket, Brant, Dr. Wilson, and Gen. Parker were all Iroquois. The popular belief that the Indian race is dying out, is an error. The best statistics show that this is not the case. Col. Meacham, who was wounded at the Modoc massacre, and who is a good authority on the present state of Indian life in the West, says they are gradually increasing. The author of this work seems friendly disposed toward the Indians and urges the importance of evangelization and citizenship. He has evidently studied their character with

PLAN OF THE WORK.

Page 89.—We now come to the peculiar plan of the work. In the usual arrangement of historical works, the mind is confused by treating events which occurred the same year, in widely separated chapters, it being the custom after partially completing one subject to take up another, and so on, to the end of the work. (This is very confusing.) Thus, a person will remember a number of facts and incidents, but will have no clear idea of the relations of events as they occur. This is the reason why it is so difficult to remember historical facts in the proper connection. But you see that this book is arranged in chronological paragraphs, or in the order of time in which the facts occurred. It enables one to keep the events in his mind in their proper order. It also enables one to remember dates, which you know, Mr. (—), is very difficult. This plan not only enables one to relate great care, and tells the whole story in a vivid and interesting manner. Their wars and cruelties to captives are depicted as well as their more pleasing phases of character. Biographies of all the most celebrated Indian chiefs are given in this book. Montezuma, Atahuallpa, the Inca of Peru, Powhatan, King Philip, Brant, Pontiac, Osceola, Black Hawk, Tecumseh, Captain Jack the Modoc chieftain, and many other powerful chieftains are given through the work. The history of the fierce Iroquois or Five Nations of New York and their relations to the Jesuit priests, is fully told. For several centuries they were despotic rulers from Maine to the Mississippi, and the terror of all the other tribes.

member dates, but to easily find any fact or date which he wishes. The orderly and systematic arrangement of this book instructs the mind, and strengthens the memory.

Besides, you save a large amount of valuable time, by arriving readily at any fact you wish. You see we begin with the very earliest date, 499, or nearly 1,000 years before the discovery of the country by Columbus, and bring it down to July 18, 1882, including the Garfield tragedy; thus giving nearly fourteen centuries of history, with every important event, fact, or personage, so placed as to be readily referred to, and the line of historical facts preserved. All the dates are accurately given; the year, the month, and the day of the month, where possible. (*See note 8.*)

Page 89-91.—Pre-Columbian History and Tradition.—All that is known of the discoveries by the Northmen and Welsh is given in this section. In 986 it is thought they discovered the American coast. In 1007 they made a settlement in Rhode Island, and the first white child was born. Before I saw this book, Mr. (—), I had always supposed that the first white child was born in the attempted Roanoke Colony in Virginia!

NOTE 8.—It is of vital importance that the agent should thoroughly study and commit the above description of the plan of the work, so that there will be no failure in its effective delivery. A strong point can be made by impressing upon the subscriber the distinctive plan of this work.

Part II embraces discovery, exploration, and settlement, not only of North America, but of South America, including the biographies of all the leading explorers.

Page 96.—The Great Discovery, and the Life of Christopher Columbus, whose discovery was based on scientific principles. This excellent **Portrait of Columbus** is from a celebrated painting from life and is considered to be the most correct of any. *See notes 9-10.*

It is easy to see here the value of this Chronological arrangement, for example: North America was discovered in 1497, by John Cabot; *page 102*, one year before Columbus discovered the mainland of South America, 1498, *page 103*; so you see it is impossible to get events confused. (*See note 10.*)

NOTE 9.—*Page 97.*—An interesting incident is the *Variation of the Needle* of the compass, which was first noticed September 13, 1492, *page 97*. The wonderful Sargasso Sea is described as looking like an immense green field stretching out as far as the eye could reach, and covering an area larger than France. The stem of the seaweed which causes this wonderful appearance, is at least 1,500 feet long, and no larger than a man's finger; Columbus sailed safely through it in spite of the fears of his men that he would soon be aground.

NOTE 10.—*Book Page 98.—The Discovery* was made Oct. 12, 1492, and the famous landing made. It is singular that what was called an unlucky day, Friday, should have been the day. The first cigars and corn ever known to Europeans were here seen in use among the Indians. The first settlement was made Nov. 27, 1493, on the Island of Hayti. The first mainland settlement was made in 1502 on the coast of South America by the Spaniards. *Always point with the finger to any date when you mention it.*

Page 104.—I learned at school, and always supposed before I saw this book, Mr. (—), that negro slavery was first introduced into this country by the Dutch, at Jamestown, in 1620, but I find that this author goes much deeper into the history of the country, and says it was introduced by the Spaniards, and sanctioned by royal authority as early as 1501, *page 104.*

Section V embraces Balboa and Cortez, and the period between 1507 and 1522.

NOTE 11.—*Book Page 101.*—The Indians were first enslaved in 1494 by Columbus, who sent 500 of them to Spain to be sold as slaves. This is the first account of slavery given in the History of America.

NOTE 12.—*Page 103.*—Americus Vespuclius made his voyage in 1499, and on his return to Spain wrote a book which caused one of the early geographers to call the country America, in his honor. It is not probable that Vespuclius had any connection with the circumstance itself.

NOTE 13.—*Page 106.*—The most daring canoe voyage ever attempted was made by some of the followers of Columbus at the time of his shipwreck on the Island of Jamaica in 1503; they crossed from Jamaica to Hayti, a distance of 120 miles, in small canoes on the open sea.

NOTE 14.—*Page 107.*—This fine full page engraving represents the manner of taking codfish on the Banks of New Foundland. These fishing grounds are known to have been visited by fishermen from Europe as early as 1504, and probably at an earlier date. As this was only twelve years after the discovery of the country by Columbus, these men might have known of the existence of the continent which was so near them. Ignorant fishermen, however, with no use for land, could not realize the importance of the discovery.

NOTE 15.—*Page 110.*—Hernando Cortez died in 1547. It is singular that he was almost the only eminent Spanish explorer who died in his bed. Balboa was executed, Pizarro was killed in a partisan fight, Magellan was killed by the Indians. Ponce de Leon died from his wounds, and De

The biographies of all the early discoverers and explorers are fully given; Balboa, Cortes, Pizarro, De Soto, and many others. The Conquest of Mexico by Cortes, has in romantic interest no parallel, unless it is the wonderful conquest of Peru by Pizarro; all these events are fully narrated.

Here is an interesting account of the naming of America:

Page 111.—This engraving represents the interior of the splendid cathedral at Quito. It was one of the most magnificent edifices erected by the old Spaniards after the conquest. Its interior decorations are of gold, silver, and precious stones, and are not surpassed by the decorations of any edifice in the world.

Page 122.—We here give an interesting account of Montezuma and Cortez' entrance into Mexico. The Spaniards were astonished at the civilization which they found. Streets, dwellings, gardens, temples, and bridges, were all laid out and built with skill and beauty. Montezuma gave them his father's dwelling for a residence, in which they found a room walled up and filled with gold and

Soto died on his march. A violent death seems to have been the portion of nearly all the great Spanish conquerors.

NOTE 16.—*Page 115.*—If the subscriber seems interested in the full page cuts in this portion of the book it is well to point to them as you go along and say, These fine engravings illustrate the Mexican, Central and South American scenery.

treasure of all kinds. The cruelty of the Spaniards and the sad fate of Montezuma is one of the most romantic passages in American history.

Page 127.—Nearly every one to whom I have shown this book has been taught that Capt. Cook was the first circumnavigator of the globe. It is remarkable the large number of popular errors disclosed by this book. The first voyage around the world was made by one of the ships of the Magellan Expedition, commanded by Sebastian Cano, in 1522, over 250 years before Cook made his voyage, which was in 1778.

Page 129.—Pizarro's wonderful Conquest of Peru is well brought out. He is said to have captured more treasure than any other military conqueror, before or since. His exploits are only equaled by Cortez' in hardihood and daring. The amount of gold captured by him from the Inca of Peru alone, was sufficient to fill a room as high as a man could reach, 22 feet long, and 16 feet wide. It was paid over by the imprisoned Inca to save his life. But the iron-hearted Spaniard had him speedily executed. It is hard to find a parallel in history of the cruelties which the Spaniards inflicted upon the inhabitants of Mexico and Peru.

. *Page 136.*—It is generally believed that the first books printed in America were printed in Cambridge, Mass., in 1640, and I find that our best educators are surprised to learn that 105 years be-

fore, or in 1535, books were printed in Mexico. *Read paragraph under First Printing.* The first mint on the continent was also established in the City of Mexico in 1535.

Page 138.--Here is begun a very full account of De Soto's daring but disastrous march to the Mississippi, the Indian "Father of Waters."

Page 152.--The introduction of the Slave Trade into the New World by the English. You will find a very full account of slavery given in the work--its introduction by Sir John Hawkins, the various steps in its progress, its disastrous results, and its final abolition in '63.

Page 157. Portrait of Sir Martin Frobisher. This striking likeness is from an oil painting taken from life.

Page 160.--Sir Walter Raleigh, smoking. This amusing illustration shows what a surprise it must have been to the English people to see a man with smoke issuing from his mouth. The

NOTE 17.--*Book Page 132.*--That there is nothing new under the sun is well illustrated by this work. The papers have lately been full of a scheme in regard to a canal across the Isthmus of Panama. It is quite wonderful to find that over 356 years ago, in 1527, Spaniards proposed to run a ship canal across the Isthmus by way of Lake Nicaragua, and in 1551 four lines were proposed across Central America. Louis Napoleon, before he became emperor, obtained a charter for that purpose in 1846, (*page 525,*) he advocated the route by the River San Juan and Lake Nicaragua. Now in this work by its excellent arrangement you can easily trace such points of interest as this without reading page after page as we would have to in an ordinary history; here we have each event and fact by itself.

servant, supposing him to be on fire, dashes a pitcher full of water over him. Tobacco was introduced into England at the time of Raleigh's expedition.

Page 167.—Pocahontas. This is a pleasing picture of the pretty little Indian maiden to whom we are indebted for one of the romantic incidents of American history, in her rescue of Capt. John Smith. (*See note 19.*)

*Page 167.—*Here we have an account of the first manufactory erected in the New World—the humble beginning of the immense American industries of the present day. (*See note 20.*)

Page 171.—The First Indian Toper. This scene occurred on Henry Hudson's voyage up the Hudson River. The Indians came on board the vessel and were treated with the first "fire-water" they had ever drank. One of the number was soon overcome by the unusual stimulant, which caused great alarm among them. The squaw apparently thinks him dead, by her anxious ex-

NOTE 18.—*Page 160.*—In 1587, August 18, Virginia Dare, the first white child of English parentage, was born in Virginia, and, after Snorri, the daughter of the Northman, the first white child born in the United States.

NOTE 19.—*Page 167.*—In this story we have a counterpart of an incident in the life of the Spanish explorer Ortis, who was saved by the daughter of an Indian chief in a like manner.

NOTE 20.—*Page 167.*—"Germ of Manufacture"—It is sometimes well to add when canvassing a German, "You notice that they were your countrymen who gave us our first lessons."

pression, while the Dutchmen enjoy her confusion.

Page 179.—Landing of the Pilgrims.—This fine engraving gives a very life-like idea of the landing on Plymouth Rock; a young woman is said to have landed first.

Page 181.—Origin of Thanksgiving.—As the harvest had been so abundant at Plymouth, a festival was appointed and held; this originated the Thanksgiving of to-day.

Page 189.—Here begins the third division of our book, “Colonial Life,” from 1631–1760. A long period, but full of events interesting to every one who cares to trace the steps of our political development.

NOTE 21.---*Page 169.---Capt. Smith and the Compass.*---It shows the simplicity of the Indians and the ingenious manner in which Smith saved his life by exciting their curiosity. They could not understand why the needle moved.

NOTE 22.---*Page 171.---1612.*---John Rolfe, who married Pocahontas, was the first successful cultivator of tobacco. It created the first excitement in that long list in subsequent years over cotton, sugar, corn, silk, etc.

NOTE 23.---On page 176, in the book there is a curious account of young women being sold as wives to the colonists of Jamestown in 1619. Ninety young women suitable for wives were sent over to the colony, where they were bought by the planters, at 100 lbs of tobacco each. The price afterward went up to 150 lbs apiece. But the English were not the only ones who wholesaled wives in this way. From 1667 to 1673, a period of six years only, 1,000 young women were sent out to the Canadian settlers from France. (*See page 223.*)

NOTE 24.---*Book Page 177.*—In 1620, the same year the Pilgrims landed, slaves were introduced into Jamestown by a Dutch Captain.

Page 198.—The first example in history of a written constitution framed by the people, was adopted by the Connecticut Colony in 1639.

Page 207.—An account of the first steps taken in the founding of our free school system, which has done more than anything else to mould our national character.

Page 212.—The modern or long scythe, such as is now used by farmers, was first invented in this country by Joseph Jenks. Previously the farmers had used the short English scythe such as is now used for cutting brush. Mr. Jenks was the first American inventor, having invented the fire-engine the year before this. The city of Paris had no fire-engine until 50 years later.

Page 217.—Here is given the closing part of a very full and interesting account of the last Quaker executions. (*See note 30.*)

Page 222.—Biographies of the great French Explorers, La Salle and Marquette.

NOTE 25.---*Page 180.*---*Courtship of Miles Standish*, page 152, which has since been made famous by the poet Longfellow. Sometimes read this paragraph when you think it will be of interest.

NOTE 26.---*Page 198.*---Stephen Daye printed in 1639 an edition of the Freeman's Oath and Almanac. His was the first printing press set up in the colonies.

NOTE 27.---*Page 198.*---If you find a person who seems interested in the curious facts presented, read THE PAINTED HOUSE.

NOTE 28.---*Page 199.*---Sunday quor law.

NOTE 29.---*Page 200.*---Curious financial peril.

Page 224.—Front of the Cathedral of Mexico.—This splendid structure was completed in 1667, having been over 100 years in process of erection; it cost over \$2,000,000, and is full of great wealth in ornaments and altars. —

Page 226.—Canadian Trappers.—This striking picture represents a trapper of the olden time in Canada.

Page 228.—Marquette Descending the Mississippi.—All the explorations of Marquette and Joliet are given. *

Page 236.—An excellent portrait of the old Dutch Governor of New Amsterdam, Peter Stuyvesant.

Page 244.—First newspaper was issued in Boston, Mass., 1690. (See note 34.)

Page 245.—The Great Witchcraft Delusion, which created such an excitement, and so much opprobrium against the New England States. At this day it is difficult to believe that the New England people could have executed innocent persons as witches, but the author not only gives the ori-

NOTE 30.—*Page 217.*—The last Quaker execution was in 1681. The persecution of the Quakers was not only pursued by New England, but by the Virginia Colony. Some of them had made themselves very obnoxious to the colonists by their fanaticism and by their defiance of law and order. Young Quaker women marched naked through the streets of Salem as a sign against the sins of the place. Several of them were arrested after being repeatedly warned to keep away from the colonists; but the persecutions of the Quakers in this country did not at all compare with that in England. *Read note at foot of page 217.*

gin, rise and progress of the whole delusion, but shows the belief in witchcraft was universal over the entire world. We can hardly realize what a terrible excitement this delusion produced in New England, some of the most respectable persons being executed as witches, but we read the note at bottom of page 218. *Here read note*, so that we can see that the witchcraft excitement in New England was small in comparison to that of other countries during the same period.

Page 249.—Mrs. Dustin and the Indians.—This finely executed engraving shows Mrs. Dustin, her servant and a Dutch boy in the act of escaping from the Indians who had captured them. They managed to tomahawk ten of the Indians, only a squaw and child being left alive, and succeeded in reaching the settlement in safety. A beautiful monument was erected near Concord, New Hampshire, in 1874, with appropriate devices to symbolize the heroism of these three persons.

Page 251.—Execution of Capt. Kidd.—This man, who had become so notorious as a pirate, was executed in 1701, being refused counsel on his trial and privilege of sending for papers and witnesses. (*See note 33.*)

NOTE 31.---*Page 243.—Indian Attack.*—This vividly illustrates the dangers of frontier life in early times.

NOTE 32.---*Page 245.—1692.*—The trouble about the *Mast Trees*, which shows the oppression of the English government, arose. All the large trees in the American forests were confiscated to royal use.

Page 261.—1721. First inoculation for small-pox. The value of side notes in contemporaneous European history is well shown here. To illustrate—1721, inoculation introduced. *Read side note.* These side notes continue through the book.

Page 268.—1736. John Wesley established the first modern Sunday School..

The First Steam Engine built in America was made this year.

Page 270.—Franklin Stoves.—Benj. Franklin, in 1742, invented the open iron fire-place called the Franklin Stove. This, in its improved form, is in use to-day, and was among the first steps in the long line of useful inventions which American ingenuity has wrought out.

NOTE 33.—*Page 251.*—It is now well established by history that there was nothing to show that this man was the heartless and bloodstained pirate that the popular belief would make him. Drake and Hawkins who were authorized by Queen Isabella, committed much greater depredations.

NOTE 34.—*Book Page 254.*—The First Permanent News-paper in the New World was the Boston *News-Letter*, published 1704.

NOTE 35.—*Page 261.*—When Canvassing a Mason say, In 1721 the first Masonic Lodge on the continent was established in the city of Quebec.

NOTE 36.—*Page 270.* **The Negro Plot.** 1741, the Negro Plot occurred in New York city. This occasioned as much excitement and as many executions as the witchcraft delusion in New England. History has since proven that it was a delusion.

Page 276.—Scold Gagged. This illustration shows the severity of early laws. It might, however, be beneficial to-day in some cases.

Page 289—Part IV. Revolutionary struggles giving the causes which led to the Revolution, our first resistance to British oppression and the successful result of our conflict with the mother country.

Page 295—1765. Nov. 1 the famous Stamp Act was passed, creating great excitement among the colonists. It was repealed the next year.

Page 305.—The Boston Tea Party was held Dec. 16, 1773, when three shiploads of tea were thrown into the harbor.

Page 324.—A correct and full copy of the Declaration of Independence is given.

Page 332.—The stars and stripes were originated in 1777.

Page 335.—A pleasing portrait of the British General Burgoyne.

NOTE 37.---*Page 317.—Removing Cannon from the Battery.* This engraving shows the manner in which the determined citizens of New York removed the cannon from the Battery in face of fire from the enemy's ships.

NOTE 38.---*Page 329.—The Stolen March.*---When Washington was in a critical position, the American army on one side of the creek and the British on the other, he kept his pickets busy building fires and raising breastworks during the night, and silently mustering his army, marched away, leaving the British pickets, who, you see, are entirely easy and unsuspecting, to watch the fires which were kept up by a few of Washington's soldiers.

NOTE 39.---*Page 357.—A Revolutionary Flag,* with its motto, "Don't tread on me;" this was one of the earlier flags, before the Stars and Stripes were adopted.

Page 339.—The Valley of Wyoming, where the celebrated Indian massacre occurred.

Page 360.—Origin of the word “Brother Jonathan.” At one time when Washington found that a great destitution of military stores existed, he said to some one, “Let us see what Brother Jonathan says about it,” referring to Jonathan Trumbull, Governor of Connecticut.

Page 364.—Robert Fulton has been given all the credit for the invention of the steamboat, but John Fitch made the first practical boat in 1787, which ran at a speed of eight miles an hour on the Delaware River for some time. James Rumsey also exhibited a steamboat in this same year. Undoubtedly Fulton saw these boats and gained his ideas from them, and made the first successful steamboat in 1807.

Page 368.—We give in full an accurate copy of the Constitution of the United States, and all the amendments, which is valuable for reference.

Page 379.—An excellent portrait of the eminent philosopher, Benjamin Franklin; his complete biography is given.

Page 386.—Here is a portrait and the concluding part of a full account of the eventful life of Paul Jones.

Page 391.—Whitney Invented His Cotton Gin in 1793. This completely revolutionized the cotton trade, and did as much, if not more, for the

benefit of American trade and commerce than any other invention.

*Page 402.—1797. First steam locomotive.
Read paragraph.*

Page 402.—The superstition and ignorance of the people less than 100 years ago is well illustrated by Charles Newbold's invention of the cast iron plow. Before this wooden plows had alone been used, and a report immediately sprang up that the cast iron plow "poisoned the soil, and promoted the growth of rocks." This is a good paragraph to read.

Page 406.—A portrait of George Washington from the Stuart painting, and an excellent biography of him.

Page 412.—Benedict Arnold's portrait and biography.

*Page 423.—Fulton's triumph, Aug. 7, 1807.
(See note 42).*

NOTE 40.—*Page 391.*—The first Spanish Merinos were imported in 1793, by William Foster, of Boston, who gave them to a friend of his, who killed and ate them. The same kind of sheep were afterward bought by the same man at one thousand dollars per head.

NOTE 41.—*Page 402.—Hail Columbia.*—The National Ode was written in 1798 by Joseph Hopkinson.

NOTE 42.—*Book Page 423.*—The Clermont was the sixteenth steamboat in order of construction, but the first to be used permanently. On the day of the trial crowds collected ready to swear should the result be failure. But at the appointed hour after a trifling delay the boat moved up the river against wind and tide, and steam navigation, which John Fitch and others had done so much to make possible, was an accomplished fact.

Page 433.—The origin of the term “Uncle Sam” was in 1712. *Read the paragraph.*

Page 434.—Anthracite coal was first sold in Philadelphia, and the man who sold it was arrested for selling stones.

Page 450.—**First Steam Voyage** across the Atlantic was made in 1819 by an American vessel. The same year, Jethro Wood invented his famous plow, from which all modern plows have been made.

Page 451.—Many persons reading in the newspapers allusions to the Missouri Compromise, do not understand what it means—a concise and clear account is here given.

Page 457.—**The Monroe Doctrine** is now repeatedly called to public attention in connection with the Panama scheme. Just what the doctrine is, is here given.

Part V.—Political Development.—You notice how systematically this work is divided. The English yoke has been successfully cast off and independence is now asserted. Our attention naturally turns to the development of our political life.

NOTE 43.—*Page 433.*—The first life insurance company was organized in 1812.

NOTE 44.—*Page 465.*—The origin of the popular belief in regard to the Blue Laws of Connecticut is here given. The popular idea of them originated in a book written by a Tory named Peters who fled to England during the Rev-

Page 465.—Thomas Jefferson and John Adams died the same day—on the 4th of July, 1826. The biographies of both are given in the work.

Page 470.—The Alleged Abduction of Morgan by the Masons in 1826 created the great anti-Mason excitement. There is no book extant except this which relates the particulars, tells who abducted him, or what became of him. The author has given Thurlow Weed's account of the affair, who served upon the committee of investigation at the time, and who ascertained the facts many years afterward. The account is given in full, and is one of the most interesting things in the book.

Page 472.—The first railroad in America was built in Quincy, Mass., in 1827. This was operated by horse-power.

Page 473.—The first locomotive trip made in this country was in 1828. The engine was named the Lion, and was brought from England.

Page 476.—The Great Debates in the Senate by Webster and Hayne occurred in Jan., 1830.

Copious extracts are given, adding a great deal of interest and value to the work.

lution. In his book he exaggerated the laws as much as possible in order to make them ridiculous. The old English laws are as singular; so are many of the laws of Virginia.

Page 477.—Joseph Smith organized the first regular Mormon Church in 1830. The Mormon characters which are here given, it is impossible to decipher. It is probable they have no intelligent meaning.

Page 478.—The First Steam Locomotive made in this country was successfully tried on a railroad in South Carolina.

The second locomotive was made by Peter Cooper, the philanthropist, and was run on the Baltimore & Ohio Railway.

Page 485.—The Asiatic cholera made its appearance in New York, June 27, 1832. There were nearly 3,500 deaths in two months. It also attacked many of the large Western and Southern cities.

Page 514.—Dorr's Celebrated Rebellion in Rhode Island occurred this year. His address to his men excited much ridicule. When he saw the State troops coming he told his men to fight as long as they could hold out, and if obliged to give way, to preserve order and retreat with their faces to the foe, adding, in a low voice, as he saw the troops within a short distance, "As I am a little lame, I guess I'll go now."

Page 518.—In 1843 the great excitement was produced by the Millerites. A very faithful and interesting account of this is given.

Prof. Morse made his success with the telegraph in 1844, although he had made several previous attempts.

Page 522.—Portrait of Andrew Jackson, and a biography of this great man.

Page 525.—Petroleum was first discovered this year in boring for salt. The first oil well was bored by Col. Drake, and created the great excitement known as the oil fever.

Page 531.—**The California Gold** fever began in 1848, by the discovery of gold by Marshall.

Page 533.—Here is the origin of spirit rappings by the Fox girls in Wayne Co., New York.

Page 539.—Portrait and biography of John C. Calhoun, the great advocate of States rights.

Page 546.—An accurate portrait of Henry Clay, and a sketch of his life.

Page 550.—Portrait and biography of the great statesman, Daniel Webster.

NOTE 45.—*Book Page 558.*—Dr. E. K. Kane returned from his Arctic explorations, 1855.

NOTE 46.—*Book Page 558.*—William Walker, the celebrated Filibuster, took the city of Grenada, 1855. This work gives an account of all his expeditions and his final execution.

NOTE 47.—*Page 567.*—*The Heaviest Man* of whom there is any record was Miles Darden, who died this year, 1857, in Tennessee, at the age of 59 years, weighing over 1,000 pounds; he was 7 feet 6 inches high, and worked until he was 55 years old. This man was as large as three men weighing $33\frac{1}{3}$ pounds each. You can sometimes read this paragraph.

Page 567.—We often read in the papers some allusion to the Monroe Doctrine, the Dred Scott decision, or some political measure with which we are not familiar. A full explanation of the Dred Scott decision is here given, and all political measures.

Page 577.—John Brown made his raid on Harper's Ferry in 1859. It was one of the events which precipitated the civil war.

Page 579.—The biography of Washington Irving. He lived to see 600,000 of his volumes sold in America.

Page 579.—The discovery of the great Comstock mine in Nevada.

Part VI.—National Crises containing a carefully written account of the late civil war and all its attendant evils.

Steel Plate.—Now here is one of the finest steel plates of Abraham Lincoln ever printed. The likeness is accurate, being taken from the fine portrait by Brady, and every line in the engraving is sharp and clear. Old acquaintances say it is the most natural and life-like picture they ever saw.

NOTE 48.—*Page 568.*—*Cypress Grove in Mexico.* This full-page engraving gives an idea of these wonderful trees; the shade is so dense as to present the appearanae of evening at mid-day.

NOTE 49.—*Book Page 580.*—*Colorado Potato Bug* commenced its great march in 1859; it sccomplished its tour in 1875, having crossed half the continent in 15 years.

Page 588.—Nineteenth Presidential Campaign.—This is one of the most exciting Presidential Campaigns in the history of the country. All the candidates are given, with the Electoral and Popular vote for each. This book is very valuable on account of the political information it contains. All the presidential campaigns are given, from Washington to Garfield inclusive, in the same manner that this one is. The famous message of President Buchanan was delivered Dec. 3d, this year, causing intense excitement. South Carolina was the first State to secede.

Page 592.—All the first acts of the war are laid down, with the organizing of the Confederate States of America.

An excellent portrait of Jefferson Davis.

Page 593.—An account of Lincoln's Inauguration, March 4. The evacuation of Fort Sumter, April 18, is given.

NOTE 50.—*Page 588.*—The eighth census, which was taken this year, gave a population of over 31,000,000 inhabitants. The rate of increase since 1850 has been about 35 per cent. All the results of the ten censuses of the United States are given, with the proportionate increase of each decade, and it is singular that omitting the period between 1860 and 1870, during which the war occurred, the proportionate rate of increase has not varied much from 33 per cent. since the first census was taken, when the population of the country was but 3,929,827. The tenth census gives a population of 50,152,866, an increase since 1860 of 19,152,866, and since the first census, of 46,223,039.

NOTE 51.—*Book Page 591.*—The first act of the war occurred on Jan. 9, 1861; when the "Star of the West" was fired upon by the Confederates. Mississippi, Florida and Alabama followed rapidly in the footsteps of South Carolina.

Page 602.—The Battle of Bull Run is graphically described, with the results to both Federals and Confederates.

Page 617.—The hotly contested naval battle between the Merrimac and Monitor is fully given.

And here is a very fine steel engraving of the scene.

Page 622.—Battle of Shiloh or Pittsburgh Landing. These battles, you see, are not merely sketches, but are given in a full and complete manner.

Page 624.—Capture of New Orleans very clearly illustrated by this fine steel plate. You see that under the engraving is noted the position of the principal forts and ships.

Page 641.—Here is a very fine portrait of the newly elected Governor of Massachusetts.

Page 642.—Battle of Fredericksburg.

Page 647.—President Lincoln's emancipation proclamation is fully given.

Page 655.—Gen. Stonewall Jackson praying in his tent. This illustrates the religious devotion of the brave and conscientious Confederate General.

NOTE 52....Page 617....Here is illustrated the enthusiasm of the Southern people in furnishing metal for the manufacture of cannon. Sometimes read paragraph under March 8.

Page 657.—Great Battle of Gettysburg is graphically described and handsomely illustrated by this elegant steel plate. Notice how sharp it is, how plainly the expressions of the faces show.

Page 661.—Capture of Vicksburg is given at length.

All the battles of the great civil war are given in this manner.

Book Page 663.—The Draft Riot, in New York, which raged for three days uncontrolled, from July 13 to 15, is here related.

Page 668.—Lincoln's Gettysburg Speech.—This eloquent speech, which has passed into the treasured literature of the nation, is given in full. This speech can only be obtained by buying some separate book, and it adds greatly to the value of this book that it contains not only this great speech, but also copious extracts from his debates with Douglas, his emancipation proclamation, and the biography of his life.

This fine steel engraving graphically pictures the bombardment of Island No. 10, and shows the position of the gunboats and the mortars.

Page 695.—A full account of Lincoln's assassination, and the attempt upon Seward's life.

NOTE 53.—*Page 663.*—The attempt by the French to establish an empire in Mexico is fully described in different paragraphs, also the execution of Maximilian.

Page 696.—The Complete Biography of Lincoln, copious extracts from his debates with Douglas.

Page 712.—The Fenian raid on Canada made in June, 1866, created the most intense excitement.

Page 714.—In 1866 the present successful Atlantic cable was laid by the Great Eastern, the cable that was laid in 1858 having proven a failure.

Here we come to the last division of the book, Part VII. Our Present Development embracing the period from the dawn of peace, in 1869, to July 18, 1882.

Page 735.—An excellent portrait of Gen. W. T. Sherman.

Page 736.—The Pacific Railroad opened, with a full account of its construction.

NOTE 54.—*Page 705.—A summing up of the number of troops on both sides. The number of enlistments on the Union side was over 2,600,000; the number of Confederates was near 2,000,000. Six hundred thousand men, including both sides, lost their lives. The war made 400,000 cripples and disabled men. A summary of the operations of the Pay Department, Medical Department, Sanitary Commission and other departments during the war. The Pay Department of the army disbursed 1,100,000,000 of dollars. The loss from defalcation and accidents was less than \$1,000,000. Read this paragraph. In the Medical Department there were treated over 5,000,000 cases. The Sanitary Commission was one of the greatest aids to the army during the war. A full account of its operations is given. A full million of men were destroyed or permanently injured.*

NOTE 55.—*Page 739.—Devil's Castle, East Greenland.* This full-page engraving gives an idea of the desolate and picturesque scenery of that country.

Page 740.—Black Friday, one of the most notable financial panics which ever occurred in this country, is described in a graphic manner, and the means used by Gould and Fisk to manipulate the market, fully explained.

Page 753.—The Nathan Murder. This was one of the most mysterious murders ever known in the annals of crime, the most skilled detectives never having been able to discover the slightest clue to the murderers.

Page 756.—Biography of Gen. Robert E. Lee.

Page 760.—The Treaty of Washington. An account of Stanley and Livingston.

Page 763.—The Great Forest Fires of the West, and the great fire at Chicago, Oct. 8 and 9, which destroyed \$175,000,000 worth of property.

Page 767.—The shooting of James Fisk by Stokes, and the biography of Fisk.

Page 774.—The Alabama Claims Award. Biography of Wm. H. Seward.

Page 778.—Portrait and biography of Horace Greeley, the eminent journalist, politician, and philanthropist.

Page 783.—The Credit Mobilier exposure, and salary grab, which ruined the reputation of so many of our public men. •

Page 784.—The Modoc massacre.

Page 785.—The biography of Salmon P. Chase,

who was Secretary of the Treasury during Lincoln's administration.

Page 788.—The panic of '73, which began with the failure of Jay Cooke & Co., and brought on the great tramp nuisance.

Page 792.—The invention of the telephone in 1873 by Gray.

Page 793.—Woman's crusade, which began in a small town in the State of Ohio.

Page 799.—The Pittsburgh Flood.

Page 802.—The Beecher Trial.

Page 803.—Pacific Mail Investigation.

Page 805.—War upon "Whisky Ring," in which Secretary Bristow figured so conspicuously and implicated more than fifty Government officials.

Page 812.—Suspension of the Bank of California, and biography of William C. Ralston, the California banker.

Page 816.—Boss Tweed's escape.

Page 825.—Custer and his three hundred.

Page 830.—First cremation. The Ashtabula horror. The biography of P. P. Bliss, the great revival singer who composed the popular melodies "Hold the Fort," "More to Follow," and several others.

Page 833.—Execution of John D. Lee, and the Mountain Meadows massacre.

Page 840.—The great railroad strikes of 1877.

Page 842.—The biography of Brigham Young.

Page 851.—The biography of William M. Tweed.

Page 852.—The biography of John Morrissey, the great prize-fighter and politician.

Page 858.—The great plague or yellow fever of '78, causing 7,000 deaths within four months.

Page 862.—A description of the phonograph. Resumption, which began Jan. 1, 1879.

Page 866.—The negro exodus in 1879.

Page 884.—Maine election troubles.

Page 886.—Edison's electric light.

Page 890.—The national Republican convention which nominated Garfield and Arthur; also the Democratic convention which nominated Hancock and English.

Page 892.—An account of Dr. Tanner's fast; also the wonderful story of Giraud, the unfortunate well-digger, who lived for one month without food or drink, buried at the bottom of a well.

Page 900.—The twenty-fourth Presidential campaign.

Page 907.—The Fall of Lima and Conquest of Peru by Chili.

Page 912.—The author here gives in his pleasing and graphic style the most interesting and

accurate history of Garfield's short but eventful administration from his inauguration, March 4, 1881, to his assassination and death on September 19 the same year.

And here is the finest steel portrait of President Garfield ever engraved. Notice how clear it is, and how accurate the likeness.

Page 915.—Garfield's cabinet in full.

Page 921.—The Revised New Testament. Here is an accurate description in our author's best style of the revision of the New Testament with the names of the eminent scholars who were engaged in the work, and their method of operation.

Page 925.—Biography of Thos. A. Scott, the great railroad king.

Page 926.—The assassination of Garfield which sent a thrill of horror over the civilized world, creating the greatest suspense and excitement ever known to the American people.

Page 933.—Garfield's last look at the sea from the window of the cottage at Elberon. The most pathetic scene in American history, showing the touching devotion of his wife.

A great number of distinguished men have died this year. This is the only book in existence which gives in full the biographies of all these great men.

Page 934.—Biographies of Sidney Lanier and Gen. Burnside.

Page 935.—On the train for Elberon, showing the manner in which President Garfield was removed.

Pages 938-943.—You see these are not short sketches, but full and lengthy accounts. Whenever an event is of any importance it is always narrated at length, viz: The battles of the great civil war, biographies of Washington and Lincoln, etc.

Whenever the subscriber raises an objection that the paragraphs are too short to be interesting, always turn to some of these full print pages referred to and say that all very important matters that require lengthy descriptions are written out at length.

A great many facts in history can be stated in short, concise paragraphs, and much better for the reader, saving time and being more convenient for reference.

Page 943.—Queen Victoria's telegram to Mrs. Garfield.

Page 947.—A fine engraving of President Arthur.

Page 952.—Garfield's favorite hymn as sung at his funeral.

Page 953.—The Receiving Vault at Cleveland, from a photograph.

Page 955.—Here is a complete biography of James A. Garfield. The author has shown his appreciation of the character of our martyred president in this beautifully written article. This ranks as the finest life of Garfield ever written.

Page 961.—The Garfield homestead at Mentor.

Page 965.—Biography of Dr. J. G. Holland, the eminent author, and editor of ‘Scribner’s Monthly.’

Page 970.—The Yorktown Centennial.

Page 974.—Dr. Leonard Bacon.

Page 980.—We give a full account of the trial and execution of the assassin Guiteau. Here is his portrait engraved from a photograph taken in Chicago before the assassination, and probably the most correct likeness in existence.

Page 983.—Judge Cox.

Page 984.—George M. Scoville, Guiteau’s counsel.

Page 986.—Judge Porter, counsel for the government.

Page 992.—Blaine’s eulogy in full. The most eloquent tribute paid to Garfield.

Page 1008.—The death and biography of Henry W. Longfellow, America’s greatest poet, with extracts from his finest and most characteristic poems, with a careful analysis of some of them by the author.

Page 1013.—The killing of Jesse James, the noted outlaw.

Page 1014.—Biography of the distinguished American philosopher, Ralph Waldo Emerson.

Page 1019.—The execution of Guiteau.

Page 1020—Closing with the account of the great Jewish immigration, caused by the persecution of the Jews in Russia, July 17, 1882.

This is the only work on American history giving all the events of importance since the great civil war. No other work on American history comes down later than 1876.

So you see the completeness of the work, the excellence of its plan, and the fullness of the information it furnishes. The work is made of still greater value by the extensive alphabetical and analytical index of nearly 50 pages, which it contains; usually when a book contains an index of from ten to twenty pages it is considered to have a very large index, and it is very rare for a work to contain thirty pages, but this work requires this extensive index of 50 pages on account of the vast number and variety of facts which it embraces.

You can instantly refer to any fact or event in the history of the country by means of this index, for instance;—

Page 1028.—Any census from the first to the tenth inclusive.

Page 1031.—Any convention from the first in Faneuil Hall, down to the first Democratic, the first Republican convention ever held, first Woman's Rights convention, first Soldiers' and Sailors' convention, first national Temperance convention, labor reform convention, liberal Republican, straight out Democratic, and Greenback, etc., so you see how fully every subject is treated.

Take the great fires for instance, and you have them all, from the first fire at Plymouth, the burning of the Crystal Palace in New York, and the great fire in New York which destroyed so large a portion of the city, the great Chicago fire, and the fires of Boston, St. John's, and Michigan, also including a long list of others.

Take the great financial panics, and you have them all from the panics of '57 and '73 down to the last.

You see that the page of the book and the column is given, so that you can turn instantly to the required event.

This makes it the most complete and convenient work on American History ever produced; every fact desired can be looked up with equal facility.

It is very important that the index should be thoroughly shown. Many of our most successful agents owe their success to a skillful showing of the index. The above method of showing the index is the shortest, and simplest, and will usually effect a sale. We now

give another and more elaborate showing which the agent should be prepared to use at any time.

So you see the vast scope of this work and the large number of valuable historical facts taken up. It is made the more valuable by a full *analytical index* of 50 pages so arranged that it makes this book a connected history of America, as you can easily refer to any series of events which are described on different pages. For instance, any census—*refer to index*—you see it takes them all up from the first to the tenth; or the Presidential Campaigns, or anything in the history of Slavery, or Temperance Movements, Financial Panics, Great Fires or Disasters, or any Civil, Military, or Political Events; you can by reference to this index find all about them, where the chronological arrangement has placed them on different pages. A book without a complete index loses a greater part of its value, as the fact you want may be in the book, but you cannot find it readily and waste time by looking. The author, realizing the value of a thorough analytical index, has spared no effort to have this one complete. It is unusual to have a 50 page index in any book.

Hardly a day passes, or a newspaper is looked into, but some subject comes up that we wish to know something about, and when we realize that this is the only book that gives complete and accurate information on America, not only its

History and Biography, but hundreds of valuable facts that are not found in ordinary books, and that it is easy to refer to them, it seems that at last *the reference book on these subjects has been found.*

A good point can sometimes be made at any period in the description of the index, by showing the person that we can trace the history of any of our institutions from their origin to the present day. To illustrate, take the subject of Negro Slavery, and say: Mr. ——, it is wonderful how, by means of this book, we can trace anything in American history from its origin to the present time; take Negro Slavery. It was introduced by the Spaniards in 1501—page 104. The first English connection with it was in 1562, when Sir John Hawkins sold 300 Guinea negroes, whom he had captured in Africa, to the Spaniards of Hayti—page 152. The Dutch introduced them to the English settlers at Jamestown in 1620, the same year as the landing of the Pilgrims—Book page 177. The English for many years carried on the slave trade between Africa and the American colonies. The system rooted itself vigorously as the colonies increased in population and wealth. The first negro insurrection was in Hayti in 1522—page 127. It inaugurated in the New World the long tragedy of results from negro bondage. The first abolitionists were the Dominican Monks, the next were the Quakers, although slaves were

held among them for many years. George Fox advocated abolitionism as early as 1671—*Book page 227*. The negro plot in New York City was in 1741—*page 270*. Slavery was prohibited in Rhode Island as early as 1652—*Book page 210*—but the law was not generally obeyed. The earliest church discipline for slaveholding was at Newport, R. I., in 1769—*Book page 299*. The first abolition society was formed in 1775—*Book page 313*.

The slave trade was prohibited by an act of Congress in 1807—*page 423*. The British Parliament passed a similar law a few days later. *Sometimes turn to this paragraph and show the value of the side notes.* The Mission Compromise in 1820. Thus you can trace the whole history of it, including the suppression of Lovejoy's printing office, and his murder, and the persecution of Garrison, Phillips and others. John Brown's raid, which precipitated the civil war. The Emancipation Proclamation and Civil Rights Bill, through the era or reconstruction and Ku-klux, down to the latest phase of the Negro Exodus. There is no other work in which this can be done.

Or take the temperance movement. The first temperance lecture in this country was made near Quebec, by an Indian chief, who was influenced by the Jesuit priests in 1648—*page 207*. The first

temperance movement in the United States was made at Litchfield, Conn., by some farmers in 1789—*Book page 378.* The first Temperance Society was organized at Moreau, Saratoga Co., N. Y., in 1808—*Book page 424.* The word teetotalism originated in England in 1834. The famous Washingtonian Society was organized in Baltimore in 1840—*page 508.* Father Matthew, the great Irish apostle of temperance, visited this country creating great excitement in 1849. The famous Fifteen Gallon Law was enacted in Massachusetts. Coming down to the history of the movement at the present time, including the Maine Liquor Law, an account of John B. Gough, Woman's Crusade, the Murphy excitement, and Red Ribbon Clubs organized by Reynolds. By means of the index a complete and connected history of Temperance can be made while each movement is placed distinctly by itself in chronological order.

All the Socialistic excitements can be readily traced in the same manner. The great manias or fevers in regard to Tobacco, Cotton, Silk, Poultry, Sheep, Gold—including the California, Pike's Peak and Black Hills excitements—Copper, Oil and dozens of other things which have excited this country, can all be traced. In the same manner can be traced the history of Mormonism from the Prophet Joe Smith, their settlements in Ohio and Illinois, and death of Smith, the great Exodus to Salt Lake, their prosperity under Brigham

Young, their defiance of United States law, and the present active campaign against Polygamy.

So you can trace the progress of Inventions from the first imperfect fire engine, the Modern Scythe by Jenks in 1655—*page 212*. The first Franklin Stove, by Benjamin Franklin; who also discovered the power of electricity, and its identity with lightning, and paved the way for the first modern Telegraph, and its final success under Morse. The first steamboats by Fitch and Rumsey, and Fulton's success. The first voyage across the Atlantic by a steam vessel in 1819. The first Iron Plow, by Jethro Wood, in 1819, before which time the farmers had nothing better than wooden plows bound with iron. The value of this invention to the world is probably not equaled by any other. The invention of the Cotton Gin by Whitney; the first Sewing Machine, by Greenough, in 1842, and Howe's great success with it in 1846. The invention of the Mowing and Reaping Machines. The Telephone, the Electric Light; the invention by Bogardus of the great Power Loom, and hundreds of other inventions, can be easily traced, and the progress of all our Manufactures. The magnificent array of inventions makes ridiculous the remark of Lord Beaconsfield in his recent work *Endymion*, that “the Americans having borrowed their language of the English could not become great inventors.”

It is well for all Americans to have this in order

that they can understand the greatness of American invention; and if Lord Beaconsfield and his brother Englishmen had a copy they would be more careful in making statements which display their ignorance. America can well be proud of her great inventors.

At any favorable point in the description you can call attention to the superior quality of paper, clearness of type, and excellent press work, as follows: This is a very fine quality of paper, Mr. ——. Such paper is only used in first-class works. You notice that it is highly calendered. Just feel how thick and smooth it is (feeling of it yourself as you pass the book to him). It is made from the very best selected stock, and especially for this book. A book printed on such paper makes a much handsomer page than the ordinary coarse paper used in books. The type you notice is large and clear, nicely spaced, so that it is easy to read, with no injury to the eye; being in double columns is also an aid, as it is difficult to follow long lines across the page. Every letter is clear and distinct, you will find no imperfections, blotted or blurred letters. Some books are hardly readable from these causes. This type is entirely new, having been cast expressly for this work, which is something unusual. The book is printed from new electrotype plates, of the best workmanship. Ordinary books are printed from electrotype plates which never make so clear an impression. The

press work is very beautiful, being done by one of the most experienced and skillful pressmen in the country. No time or expense has been spared to make this a beautiful as well as accurate work. It is time that greater attention was paid to these matters, as it is a great injury to the eyes to read poorly printed books, and we should all be careful of our eyesight.

Should any person question the authority of the work or inquire how the author gathered so large a number of facts, the agent can any time turn to the List of Authorities, page 23, and say: The author here gives a partial list of the authorities used in the preparation of this work. It embraces all the standard authorities, for instance, all the great encyclopedias, as the American, Brittanica, Johnson's, Zell's, etc., etc. *Read them as far as Foster's Prehistoric Races*, and all the great works on American History. *Begin with Bancroft and read as far as Maunders' History of the World*, besides the best works in all special directions such as the latest and best works on Prehistoric America, like Foster's Prehistoric America, MacLean's Mound Builders, Short's North Americans of Antiquity, and Smithsonian Contributions, all of Parkman's, Frothingham's and Prescott's works which have so high a reputation among scholars.

On inventions, *Bishop's History of American Manufactures*, which is the best and only complete authority on the subject. Important politi-

cal books are: *Johnston's History of American Politics*, *American Statesmen*, *Greeley's Political Text Books*, *Spofford's American Almanac*. The popular historians and biographers are *Abbott*, *Lossing*, *Parton*, *Raymond and Ridpath*, besides a large number of eminent authorities on South America, Central America, Mexico, and Peru. This by no means represents the wide range of historical literature which the author has drawn upon. This book is not a compilation, but an independent work, based on a thorough study of all authorities and sources. Its philosophical reflections are just and striking, and its narration is graceful.

For manner of closing the canvass and taking the order, see General Instruction book, How to take an order, article LXIII, and Hints about binding, article LXIV.

The agent should be thoroughly familiar with this long description, so as to enable him to answer any question or talk at length upon any subject in which the party may seem interested; the large amount of valuable Historical information brought out in this description, if properly digested by the agent, will command respect for both himself and the book. However, it is not intended that the agent should use all this description with any one person, but if he is thoroughly familiar with it, he will soon become proficient in showing those portions which interest the subscriber the most.

The agent should talk in a somewhat more rapid manner than he uses in common conversation, when showing the book, and by all means be earnest and enthusiastic.

A SHORT CANVASS FOR AMERICA.

The short canvass for "America" which we now give is a very excellent one. The first few pages are different from the long description, but the remainder, except the closing, is exactly the same, a few of the strongest points having been selected. An agent who is master of the short description will make a good success, but we feel that to attain the highest success in the canvass, the agent should be familiar with all the points we have given, using them at his discretion. This has been demonstrated by our most successful agents.

SHORT CANVASS

As the success of an agent depends, largely, on first impressions, the point most to be studied is, *how to approach people*. In this, the proper time, place, and manner of introducing your business, is to be considered.

Always show your book to people when by themselves at their residence or place of business. On making a call you will first say: "Is this Mr. (____)?" to which he replies: "That is my name, sir; what can I do for you?" You will say: "My name is _____, sir. I am introducing a work devoted entirely to American History, Biography and *Politics*, and am pleased to say that it is meeting with ready indorsement by the best citizens."

He replies: "I do not want to waste your time, Mr. _____, as I wish to bny no books. Agent—" "That is a matter of no consideration with me, sir, as I am well paid for showing this work, and am expected to show it to everybody."

If he hesitates, then say: "I will explain why I insist on showing my work. It is because I am confident that, after examining it, you will speak well of it, and that will be a point gained for me." If he still refuses or seems unwilling, say: "I will tell you what I will do, Mr. Blank; I will show you one page of this work, and then if you wish

to see no more, I will be satisfied, and will occupy no more of your time." Should he be very busy, and after learning your business, asks you to call again, say to him: "Mr. (—), since I am to come in again, would it not be best to glance at one or two pages of the work, or some of its most interesting features, in order to give it some thought?" Usually he will do so, as "busy" is very often a put-off—a mere excuse to get rid of examining your book. By these methods, used as the case requires, you can not fail to obtain an audience, when you will open your book to some interesting feature, and *show him the whole of it, giving him no opportunity to interrupt you.* Another plan is this, Agent—"Is this Mr. Blank? My name is (—); I called in, Mr. Blank, to give you an opportunity to examine a new historical work by Prof. Stephen M. Newman, of Bowdoin College, Maine. The design of the work is to treat of 'American History, Politics and Biography.' The manner in which these subjects have been treated is more apt to confuse than to instruct. In many cases a topic is taken up at the beginning of the work, and then left incomplete until the last chapters. In such cases the line of facts is lost, and the reading, requiring much valuable time is of no use to you. In this work we give you every fact, from the earliest date to the present time—four centuries of history, with every event placed within easy reach. Allow me now

to call your attention to the work in detail. The period of 'Discovery, Exploration and Settlement,' from 1492 to 1530. From this on all the various events, with their dates—the year, the month, and the day of the month, are given. We are now in 1492. This year is completed, and then the next, 1493, is taken up; then '94, '95, '96, and so on till 1500, and in like manner is each century taken up, with all the great developments of our Nation's life. The proper place to obtain a full idea of the work is in the index, and if you will mention any subject to which you wish to make reference, I will turn to it for you, and thus demonstrate the usefulness of the work and the ease with which you are enabled to reach any desired fact. Suppose, as we have *chanced* upon the matter, that we refer to *Duels*—that between Clay and Randolph you will find described on page 464—between Jackson and Benton, 438, first column. Capital punishment for dueling, page 453, first column.

"Aaron Burr's trial, page 423, first column, and the Missouri compromise, page 451; 'Silk Culture,' the history of that industry from its earliest date to the present time. 'Slavery' its full history, you see, from 1501 to 1882. Do you wish to know the date of its abolition in any State? New York, for example. By reference to page 472, first column; defined in Georgia, page 303, first column." English slave trade begun page 152,

first column. "Taxation," "Tariff," "Telegraph," and Treaties—of Buda, of Westminster, of Ryswick; between France and the United States, England and U. S., between United States and China, and every treaty known in the history of our Government.

The Trent affair; Tweed. Wm. M.—biography, etc.

Why I call your attention to these few topics is that you may gain a correct idea of the *extent* of this work. At first glance, it might be inferred that a mere outline of history is given, but by observing the large amount of space devoted to each topic as in the index, it is readily seen that *nothing* is omitted. By tracing the whole topic through you will find that it embraces every point in the history of the particular subject treated. Suppose you wish to obtain the history of any special year—here we have all the events of 1845—Biography of Daniel Webster, 1852.

You see by this plan that any fact desired may be reached without the labor of reading a large amount of reading. *Just what* you wish you are able to find.

Turn now to Part I. The book is divided systematically and scientifically into parts and sections; each part covering its proper period of history. For instance, Part I. takes up introductory studies and treats of the Mound Builders and the American Indians.

Turn now to page 52, saying: **Pre-historic America.** The author begins his work by giving a full and interesting account of the Pre-historic Races, sometimes called the Mound Builders. Grave Creek Mound, West Virginia, shows the appearance of one of their mounds. It is 1,000 feet in circumference and 75 feet high. It was examined a few years ago by running a shaft into it where two chambers were found, one above the other, about 30 feet apart. They were formed of upright timbers with beams laid across the top to support the roof. In the upper chamber was found a skeleton, a large number of ornaments, carved stones, evidently utensils, and shell beads. The lower mound contained two skeletons and a stone with very singular characters inscribed upon it, which no one has been able to decipher. The largest mound known is at East St. Louis, being at least 90 feet high.

This work on Pre-historic America is one of the most interesting features of this book, and is alone worth the price. *Here the price of the book may be asked, if not before—see art. 31.* No other history of America contains anywhere near the amount of information on this subject.

Page 71.—The History of the American Indians is then taken up in an able and interesting manner. Their probable origin is given, an estimate of the number on the continent when America was discovered, a description of each

tribe and its locality—their manners, habits, and customs in peace and war.

Page 89-91.—Pre-Columbian History and Tradition.—All that is known of the discoveries by the Northmen and Welsh is given in this section. In 986 it is thought they discovered the American coast. In 1007 they made a settlement in Rhode Island, and the first white child was born. Before I saw this book, Mr. (—), I had always supposed that the first white child was born in the attempted Roanoke Colony in Virginia.

Part II embraces discovery, exploration and settlement not only of North America, but of South America, including the biographies of all the leading explorers.

Section 5 embraces Balboa and Cortez and the period between 1507 and 1522.

The biographies of all the early discoverers and explorers are fully given; Balboa, Cortez, Pizarro, De Soto, and many others. The Conquest of Mexico by Cortez has in romantic interest no parallel, unless it is the wonderful conquest of Peru by Pizarro; all these events are fully narrated.

Page 128, Sect. 6.—This work gives a full account of all the great expeditions for the discovery of the New World.

Page 136.—It is generally believed that the first books printed in America were printed in Cambridge, Mass., in 1640, and I find that our best

educators are surprised to learn that 105 years before, or in 1535, books were printed in Mexico. *Read paragraph under First Printing.* The first mint on the continent was also established in the City of Mexico in 1535.

Page 152.—The introduction of the Slave Trade into the New World by the English. You will find a very full account of slavery given in the work—its introduction by Sir John Hawkins, the various steps in its progress, its disastrous results, and its final abolition in '63.

Page 167.—Here we have an account of the first manufactory erected in the New World—the humble beginning of the immense American industries of the present day. (*See note 20.*)

Page 189.—Here begins the third division of our book, "Colonial Life," from 1631-1760. A long period, but full of events interesting to every one who cares to trace the steps of our political development.

Page 198.—The first example in history of a written constitution framed by the people, was adopted by the Connecticut Colony in 1639.

Page 207.—An account of the first steps taken in the founding of our free school system, which has done more than anything else to mould our national character.

Page 212.—The modern or long scythe, such as is now used by farmers, was first invented in this country by Joseph Jenks. Previously the farm-

ers had used the short English scythe such as is now used for cutting brush. Mr. Jenks was the first American inventor, having invented the fire-engine the year before this. The city of Paris had no fire-engine until 50 years later.

Page 261.—1721. First inoculation of small-pox. The value of side notes in contemporaneous European history is well shown here. To illustrate—1721, inoculation introduced. *Read side note.* These side notes continue through the book.

Page 268.—1736. John Wesley established the first modern Sunday School.

The First Steam Engine built in America was made this year.

Page 270.—Franklin Stoves.—Benj. Franklin, in 1742, invented the open iron fire-place called the Franklin Stove. This, in its improved form, is in use to-day, and was among the first steps in the long line of useful inventions which American ingenuity has wrought out.

Page 289—Part IV. Revolutionary struggles giving the causes which led to the Revolution, our first resistance to British oppression, and the successful result of our conflict with the mother country.

*Page 364.—*Robert Fulton has been given all the credit for the invention of the steamboat, but John Fitch made the first practical boat in 1787, which ran at a speed of eight miles an hour on

the Delaware River for some time. James Rumsey also exhibited a steamboat in this same year. Undoubtedly Fulton saw these boats and gained his ideas from them, and made the first successful steamboat in 1807.

Page 402.—The superstition and ignorance of the people less than 100 years ago is well illustrated by Charles Newbold's invention of the cast iron plow. Before this wooden plows had alone been used, and a report immediately sprang up that the cast iron plow "poisoned the soil, and promoted the growth of rocks." *This is a good paragraph to read*

Page 433.—The origin of the term "Uncle Sam" was in 1712. *Read the paragraph.*

Page 434.—Anthracite coal was first sold in Philadelphia, and the man who sold it was arrested for selling stones.

Page 450.—First Steam Voyage across the Atlantic was made in 1819 by an American vessel. The same year Jethro Wood invented his famous plow, from which all modern plows have been made.

Page 451.—Many persons reading in the newspapers allusions to the Missouri Compromise, do not understand what it means—a concise and clear account is here given.

Page 457.—The Monroe Doctrine is now repeatedly called to public attention in connection

with the Panama scheme. Just what the doctrine is, is here given.

Part V.—Political Development.—You notice how systematically this work is divided. The English yoke has been successfully cast off and independence is now asserted. Our attention naturally turns to the development of our political life.

Page 470.—The Alleged Abduction of Morgan by the Masons in 1826, created the great anti-Mason excitement. There is no book extant except this which relates the particulars, tells who abducted him, or what became of him. The author has given Thurlow Weed's account of the affair, who served upon the committee of investigation at the time, and who ascertained the facts many years afterward. The account is given in full, and is one of the most interesting things in the book.

Page 525.—Petroleum was first discovered this year in boring for salt. The first oil well was bored by Col. Drake, and created the great excitement known as the oil fever.

Page 531.—The California Gold fever began in 1848, by the discovery of gold by Marshall.

Page 533.—Here is the origin of spirit rappings by the Fox girls in Wayne Co., New York.

Page 539.—Portrait and biography of John C. Calhoun, the great advocate of States rights.

Page 546.—An accurate portrait of Henry Clay, and a sketch of his life.

Part VI.—National crises containing a carefully written account of the late civil war and all its attendant evils.

Steel Plate.—Now here is one of the finest steel plates of Abraham Lincoln ever printed. The likeness is accurate, being taken from the fine portrait by Brady, and every line in the engraving is sharp and clear. Old acquaintances say it is the most natural and life-like picture they ever saw.

Page 588.—Nineteenth Presidential Campaign. This is one of the most exciting Presidential Campaigns in the history of the country. All the candidates are given, with the Electoral and Popular vote for each. This book is very valuable on account of the political information it contains. All the presidential campaigns are given, from Washington to Garfield inclusive, in the same manner that this one is. The famous message of President Buchanan was delivered Dec. 3d, this year, causing intense excitement. South Carolina was the first state to secede.

Page 617.—The hotly contested naval battle between the Merrimac and Monitor is fully given.

And here is a very fine steel engraving of the scene.

Page 622.—Battle of Shiloh, or Pittsburgh Landing. These battles, you see, are not merely

sketches, but are given in a full and complete manner.

Page 624.—Capture of New Orleans very clearly illustrated by this fine steel plate. You see that under the engraving is noted the position of the principal forts and ships.

Page 657.—Great Battle of Gettysburg is graphically described and handsomely illustrated by this elegant steel plate. Notice how sharp it is, how plainly the expressions of the faces show.

This fine steel engraving graphically pictures the bombardment of Island No. 10, and shows the position of the gunboats and the mortars.

Page 696.—The Complete Biography of Lincoln, copious extracts from his debates with Douglas.

Here we come to the last division of the book, Part VII. Our Present Development embracing the period from the dawn of peace in 1869, to July 18, 1882.

Page 740.—**Black Friday**, one of the most notable financial panics which ever occurred in this country, is described in a graphic manner, and the means used by Gould and Fisk to manipulate the market, fully explained.

Page 788.—The panic of '73, which began with the failure of Jay Cooke & Co., and brought on the great tramp nuisance.

Page 912.—The author here gives in his pleasing and graphic style the most interesting and accurate history of Garfield's short but eventful ad-

ministration from his inauguration, March 4, 1881, to his assassination and death on September 19, the same year.

And here is the finest steel portrait of President Garfield ever engraved. Notice how clear it is, and how accurate the likeness.

Page 926.—The assassination of Garfield, which sent a thrill of horror over the civilized world, creating the greatest suspense and excitement ever known to the American people.

A great number of distinguished men have died this year. This is the only book in existence which gives in full the biographies of all these great men.

Pages 938-943.—You see these are not short sketches, but full and lengthy accounts. Whenever an event is of any importance it is always narrated at length, vis.: The battles of the great civil war, biographies of Washington and Lincoln, etc.

Page 955.—Here is a complete biography of James A. Garfield. The author has shown his appreciation of the character of our martyred president in this beautifully written article. This ranks as the finest life of Garfield ever written.

Page 1008.—The death and biography of Henry W. Longfellow, America's greatest poet, with extracts from his finest and most characteristic poems, with a careful analysis of some of them by the author.

Page 1014.—Biography of the distinguished American philosopher, Ralph Waldo Emerson.

Page 1019.—The execution of Guiteau.

Page 1020.—Closing with the account of the great Jewish immigration, caused by the persecution of the Jews in Russia, July 17, 1882.

This is the only work on American history giving all the events of importance since the great civil war. No other work on American history comes down later than 1876.

So you see the completeness of the work, the excellence of its plan, and the fullness of the information it furnishes. The work is made of still greater value by the extensive alphabetical and analytical index of nearly 50 pages, which it contains; usually when a book contains an index of from ten to twenty pages it is considered to have a very large index, and it is very rare for a work to contain thirty pages, but this work requires this extensive index of 50 pages on account of the vast number and variety of facts which it embraces.

You can instantly refer to any fact or event in the history of the country by means of this index, for instance:—

We therefore have in this volume a complete record of every event in the history of our country since its discovery, four hundred years ago.

We bind the work in four different styles, at the same price as the American Cyclopedias and the

Encyclopedia Britannica—in Muslin, \$5.00; Library, \$6.00; H'f Mo., \$7.50, and Full Mor. \$9.00. I will show you the styles of binding people are buying generally. You notice that most of my orders are for the Morocco and the Library bindings. Either of them will last a lifetime, and all of them are very handsome.

I will be very much pleased to furnish you a copy of the work when I deliver my list here. Please give me your name right here, and I will carry out the residence, style, and date of delivery. *See General Instruction book How to take an order, article LXIII, and Hints about binding, article LXIV.*

CONCLUSION.

When you meet ordinary objections, which will come in all kinds of shapes, remember that there was never an objection made that a good agent could not answer. You must expect objections; many of them are simply to put you off, and you either do not hear them, and keep right on with your description, or make a pleasant answer.

MAKE CANVASSING for "America" your exclusive business if you wish to succeed with it; you cannot mix it up with other business and meet with success; you must throw your WHOLE ENERGY into it.

OTHER BOOKS.—When you get into a locality and find the people have bought "Our First Century," Ridpath's History of the United States, or any other book on American History, do not let it deter you from your canvass for a moment.

Remember, the more books a man has bought on American History, the more likely he is to be interested in and more ready to buy a complete work on the subject.

In canvassing it is not wise to run down any book a person has bought, but say: *Oh, yes; that is a good work as far as it goes.* If he has bought "Our First Century," and thinks he has enough on the subject, say: *Our First Century contains but one hundred of the thousands of important events that have occurred in this country, and as a complete work, it has but little value. America is a vast country; it embraces a good many distinct nationalities, and its history covers a period of nearly 400 years. The United States alone has an immense history, and this book covers it all; gives all the civil and military history, while Our First Century covers but a small portion of it with its 100 events, and has no biographies, whereas, "America" has the biography of every eminent man, and gives the most complete account of the Mound Builders and American Indians published in any History of the country.*

(On these subjects Our First Century has nothing. "America" is complete on the early Dis-

coveries and Voyages, and the old Colonial History. It contains a complete account of the wonderful conquests of Mexico and Peru, of which Our First Century has nothing. "America" is complete in its Civil, Military and Political History. On these subjects Our First Century contains merely sketches. The great Civil War is thoroughly taken up in our book, and every battle is described. A reference book on the history of any country, to be of any value, must be a complete work of itself, and this "America" is. A great many of my subscribers have Our First Century, but have taken this, and say they would not be without it.)

When you find your territory well supplied with Ridpath's History of the United States, pay no attention to it, or any other history of the United States. Say (Well, Ridpath's is a very good short History of the United States, but ours gives not only the History of the United States, but of Canada, Mexico, Central America, and South America.) Show the great scope of our work, and its greater value as a reference work, as it is arranged in chronological paragraphs, so that any paragraph may be instantly found, and the fact that is wanted, read, without connection with other matter. Show that we take up thousands of things that Ridpath does not touch upon at all; that he has no biographies and none of the interesting sketches which our book has; that the

history of the last four years, which is contained in our book, is very valuable, and Ridpath has none of it. Let no other book on American History stop you at all. Learn to overcome opposition.

When you find a person who has an Encyclopedia, *see note 2*, no matter whether it is Britannica, American, or any of the smaller Encyclopedias, and uses that for a plea, why he does not want "America," you can say that our book is the only complete work on American History and biography published, and contains all the recent information in regard to American History.

A general Encyclopedia contains but a small amount of American History; as they cover all general information, including the sciences and description and history of the countries of the world, they have but little space to devote to American history. If you will take your Encyclopedia and compare the amount of information on American history and biography, you will find they have devoted but a few pages to the subject, while we have a large volume of 1,069 pages; besides there are a great many interesting events which Encyclopedias do not treat at all, and can be found only in this book, viz.: Anti-Masonry excitement, Black Friday, Credit Mobilier affairs, Lincoln's Gettysburg speech, and all the events which have occurred in the last ten years,

including the biographies of all of the eminent men. These are not all to be found in any Encyclopedia, or any other book published. I just called on Mr. (—), and he took a half morocco copy; you know he has two Encyclopedias, but he said he wanted this book, not only for his own use, but for his family, as it would be of great value to them. *The more books a man has bought, or the more books that have been put into any locality, the better chance of success for an energetic agent. It shows the people are a reading people, and are disposed to buy books, and where one agent has done well, another can.*

W 133





